

5.7 Signs [This section has been rewritten in its entirety]

Contents

5.7. - Signs	1
5.7.1. - Purpose and Intent	1
5.7.2. - Applicability.....	2
5.7.3. - Prohibited Signs	2
5.7.4. - General Standards	3
5.7.5. - Installation and Design.....	5
5.7.6. - Illumination Standards.....	6
5.7.7. - Signs Allowed Without a Sign Permit.....	6
5.7.8. - Freestanding Signs Requiring a Sign Permit.....	9
5.7.9. - Attached Signs Requiring a Sign Permit.....	12
5.7.10. - Electronic Sign Standards.....	17
5.7.11. - Signs in Institutional Districts.....	19
5.7.12. - Limited Duration Signs	21
5.7.13. - Vintage Signs.....	21
5.7.14. - Common Sign Plan	22
5.7.15. - Savings Clause	24
5.7.16. - Sign Images by Sign Type	25

5.7. - Signs

5.7.1. - Purpose and Intent

The purpose of this Section 5.7 (this “Section”) is to support and complement the City of High Point’s long-range goals of enhancing the City’s aesthetic appearance and improving traffic safety along its roadway corridors and streets, while balancing the communication and wayfinding needs of its businesses, cultural, religious and social institutions, residents, and visitors.

Regulation of signs within the City promotes the health, safety, welfare, convenience, enjoyment and aesthetic values of the community through regulation of sign placement, number, location, size, type, characteristics, appearance, illumination, animation, and maintenance.

This Section is not intended to regulate signs based upon the message that they convey or to limit avenues of expression for political, religious or personal messages. This Section is specifically intended to:

- A. Promote the reasonable, orderly, and effective display of permitted signs, displays, and devices;
- B. Promote economic well-being and appearance of the City by creating a favorable physical image;
- C. Allow and encourage signs to facilitate way-finding through the community;
- D. Provide sign standards for the Central Business District that recognize the unique sign needs of the High Point Market;
- E. Provide sign standards for the Institutional District that recognize the unique sign needs of large institutional campuses that occupy multiple lots or have multiple buildings;
- F. Provide a common sign plan approach to sign needs of unified developments within the City;
- G. Protect the public welfare as well as land values by preserving the aesthetic and historic qualities of the City;
- H. Protect the City from excessive and obtrusive signs;
- I. Protect the traveling public from injury or damage caused by or partially attributable to distractions or obstructions from improperly designed or situated signs;
- J. Reduce driver distraction and resulting traffic hazards by prohibiting flashing signs and limiting the size and rapidity of change of messages on electronic changeable copy signs;
- K. Promote public safety and aesthetics by ensuring that signs do not create hazards due to collapse, fire, collision, decay, or abandonment;
- L. Recognize that while certain signs are consistent with downtowns, community shopping areas, and other commercial districts, the size, shape, design, lighting and other non-content-based characteristics of such signs may also be inconsistent with the character of districts devoted to household living;
- M. Balance the concerns with the needs of businesses, institutions and residents to share information on weekend programs and activities by allowing weekend signs;

- N. Limit signs and sign illumination of all types in zoning districts that are dedicated to household living and that allow few commercial uses;
- O. Allow properties currently for sale or rent to post temporary signs, which, even in the internet-age, are an important means of keeping neighborhoods vibrant;
- P. Recognize that murals with a variety of subjects and themes, but without text, add vitality to nonresidential areas;
- Q. Protect the public welfare from nuisances created by excessive sign illumination or animation; and
- R. Promote the efficient identification of information to maintain a viable economy, and a vital cultural and social community served by a variety of organizations.

5.7.2. - Applicability

The provisions of this Section shall apply to all signs erected, affixed, placed, painted or otherwise established within the City of High Point or its extra-territorial jurisdiction, except as otherwise provided herein.

- A. Signs are allowed only as an accessory use or structure to a principal use. The selling or leasing space on a sign is not an accessory use of the property.
- B. This Section applies only to signs that are legible from a street or from private or public property other than the lot on which the sign is located. (See Section 10.4, Definitions, for the definition of “Legible”)
- C. Any sign that is not expressly allowed under this Section, or under a specific state law, is prohibited. (See Section 5.7.3, Prohibited Signs)
- D. Some signs are allowed without a permit, but are still regulated under this Section. (See Section 5.7.7, Signs Allowed Without a Sign Permit)
- E. Many signs are expressly allowed, require a permit, and are subject to specific standards of this Section.
- F. For some signs, the State of North Carolina has preempted or limited the City’s regulatory authority. It is not the intent of this Section to challenge or create conflicts with state law and thus the state law in effect at any time prevails over this Section.
- G. It is the intent in adopting this Section that the City shall comply with the standards of this Section and that, to the extent allowed by federal or state law, this Section shall apply to other governmental entities with land or facilities in the City.

5.7.3. - Prohibited Signs

Unless otherwise allowed under this Section, the following signs are prohibited (See Section 5.7.16, Sign Images by Sign Type for visual illustration of these signs):

- A. Air-blown signs/devices;
- B. Animated signs, except video signs as allowed in Section 5.7.10, Electronic Sign Standards;
- C. Flashing signs;
- D. Mechanically moving signs;
- E. Roof signs;

- F. Trailer signs;
- G. Vehicle signs;
- H. Windblown signs, except pennants as allowed in Section 5.7.12, Limited Duration Signs;
- I. Signs projecting over a public right-of-way, except as allowed in Subsection 5.7.5.D, Projections into the Right-of-Way and Travel Way, or through an encroachment agreement with the City or NCDOT;
- J. Signs that imitate a traffic control device;
- K. Signs located within the public right-of-way that are painted, pasted, stapled, taped, or otherwise affixed to any bench, bus stop shelter, planter, utility pole, curb, sidewalk, hydrant, bridge, tree, fence, fixture, utility box or pedestal, or refuse container, except those signs erected by or on behalf of a utility or governmental entity.
- L. Signs projected onto a surface by use of lights.

5.7.4. - General Standards

The standards in Section 5.7.4, General Standards, are applicable to all signs.

- A. **Rules of Interpretation, Measurement and Definitions.** These provisions shall be construed in accordance with the rules of interpretation, measurement and definitions set forth in Chapter 10: Measurement and Definitions of the Development Ordinance.
- B. **Compliance with Codes.** All signs shall comply with applicable provisions of the State Building Code.
- C. **Permits.** All signs, except signs subject to Section 5.7.7, Signs Allowed Without a Sign Permit, are required to have a sign permit. In all sign permit applications where a matter of interpretation under this Section arises, the most restrictive interpretation shall prevail in order to carry out the purpose of this Section.
- D. **Electrical Service.** A sign that operates through the use of electrical service shall be subject to all necessary approvals and permits.
- E. **Sign Variance.** Only standards pertaining to sign height and location may be modified by approval of a variance in accordance with Section 2.4.16, Variance. No other standards may be modified through a variance.
- F. **Nonconforming Signs and Uses**
 - 1. Nonconforming signs shall be subject to the requirements in Section 8.5, Nonconforming Signs.
 - 2. New signs for a nonconforming use shall be permitted provided the signs comply with the standards in this Section.
- G. **Removal or Modification of Signs**
 - 1. **Temporary Cover.** Due to a change in ownership or use of the property, or for other reasons, one sturdy, opaque, weather-proof cover sign may be placed over an existing sign for a period of 90 days, by the end of which an updated permanent sign must be in place.

2. **Temporary Uses.** Signs for temporary uses permitted in accordance with Section 4.5, Temporary Uses, shall be removed at the expiration of the permitted time limit indicated on the zoning compliance permit.
3. **Cessation of Use**
 - a) A nonconforming sign for a use that has ceased shall be removed in accordance with Section 8.5, Nonconforming Signs.
 - b) A conforming sign for a use that has ceased shall be removed or covered within 30 days of the use's cessation in the following manner:
 - (i) It shall be covered by a sturdy, weather-proof, blank opaque cover, tightly secured and well-maintained until the building is reoccupied; or
 - (ii) It shall be covered by a blank opaque panel that fits within the existing sign frame.
 - c) If the use remains ceased after the expiration of a 180-day period, any cloth-like sign cover shall be replaced with a blank opaque panel described in Subsection 5.7.4G(3)(b)(ii) above, until the building is reoccupied.
4. **Demolished Buildings.** The following shall apply to signs on a property pending demolition of buildings or demolished buildings:
 - a) When a permit is issued for demolition or removal of a building or structure, any freestanding sign associated with the building or structure and its supporting structure shall be removed concurrently with the demolition or removal of the buildings and structures, unless there is a valid approved site plan for a new use prior to the building demolition or removal and the existing sign is a conforming sign. Conforming signs shall be maintained in accordance with Subsection 5.7.4.G.3, Cessation of Use.
 - b) After the effective date of this Section, any sign that remains on a property after a building has been demolished or removed thereon, and there is no valid site plan, shall be considered illegal and shall be subject to removal in accordance with Chapter 9: Enforcement of the Development Ordinance.
 - c) Subsection 5.7.4.G(4), Demolished Buildings, shall not apply to Outdoor Advertising signs as defined in Section 9-2-2(k)(29) of the previous version of the High Point Development Ordinance, dated December 31, 2016.
5. **Removal of Unsafe Signs.** Signs determined by the City to be unsafe to the public shall be removed or remedied in accordance with Chapter 9: Enforcement of the Development Ordinance. If a sign poses an immediate danger, as determined by the City, the sign, or the parts of it posing a danger shall be remedied or removed in accordance with Chapter 9: Enforcement of the Development Ordinance.

H. **Poorly Maintained Signs**

1. A sign shall be maintained in good structural condition, in compliance with the State Building Code, and in conformance with this Section.
2. A sign which is not properly maintained, including but not limited to: cleaning, painting surfaces and letters, removal of rust and rotted wood and replacement of damaged parts and non-working illumination, shall be remedied in accordance with Chapter 9: Enforcement of the Development Ordinance.

- I. **Historic Properties.** No freestanding or attached sign shall be located outside of the right-of-way and on the premises of a Guilford County Landmark Property or within a Local Historic Overlay district without a certificate of appropriateness prior to issuance of a sign permit.
- J. **Signs on Public Land or in Right-of-Way.** A sign installed or placed on public land or rights-of-way, except those installed or placed in compliance with this Section and state law, or under an encroachment agreement with NCDOT or the City, or in accordance with the City's Historic Roadside Marker Policy, shall be deemed to be abandoned to the public and shall be subject to removal and disposal by the City in accordance with Chapter 9: Enforcement of the Development Ordinance.
- K. **Violation of Building Codes.** A sign which is installed in violation of the State Building Code or in violation of this Section is an illegal sign and subject to enforcement action by the City in accordance with Chapter 9: Enforcement of the Development Ordinance.

5.7.5. - Installation and Design

A sign shall be designed, constructed, and maintained in accordance with the following standards:

- A. **Consent of Owner.** A sign may not be placed on private property without the consent of the landowner or occupant.
- B. **Obstructions**
 - 1. No sign shall be erected or maintained in a manner that obstructs visibility for motorists at any street intersection in accordance with the standards in Title 6, Chapter 1, Streets and Sidewalks, of the City's Code of Ordinances.
 - 2. No sign shall interfere with or obstruct pedestrian traffic.
 - 3. A sign shall not obstruct a fire escape, required exit, window, door opening, or wall opening intended as a means of ingress or egress.
 - 4. Placement of a sign and its supporting structure shall not interfere with natural or artificial drainageways.
 - 5. No sign shall be erected or maintained that covers a doorway or window, other than a window sign permitted in accordance with this Section.
- C. **Permanence.** All signs, except A-frame signs, announcement signs, construction signs, flags, inflatable signs, pennants, real estate signs, temporary banner signs, weekend signs, and window signs, shall be constructed of permanent materials and shall be permanently attached to the ground or building.
- D. **Projections into the Right-of-Way and Travel Way**
 - 1. Signs shall be located at least 9 feet above sidewalks and other pedestrian ways and 15 feet above vehicular drives and parking spaces.
 - 2. No part of a sign may be closer than 3 feet to a curb or street pavement as measured horizontally from the curb to the sign. (See Section 10.2.10, Signs, for rules of measurement)
- E. **Utility Clearance**
 - 1. A sign shall be located in such a way that it maintains horizontal and vertical clearance from all existing or planned electrical power lines and communication lines in

accordance with the applicable provisions of the National Electrical Safety Code (NESC) and the *Development Guide*.

2. A sign and its supporting structure shall maintain clearance from surface and underground utilities, conduits or equipment or lines for water, sewage, gas, electricity, or communication equipment. Signs or supports located within utility easements shall receive written authorization from the easement holder. The City shall not be responsible for damage to, or the repair or replacement of, signs or supports that must be removed to access such easements.
- F. **Ventilation Interference.** A sign shall not be erected so as to interfere with an opening required for ventilation.
- G. **Warning Interference.** A sign shall not be erected so as to interfere with any existing sign warning of a hazardous or potentially hazardous condition, such as a buried gas line or power cable.
- H. **Wind Loads.** All signs, except A-frame signs, announcement signs, construction signs, flags, inflatable signs, pennants, real estate signs, temporary banner signs, weekend signs, and window signs, shall be constructed to withstand minimum wind loads in accordance with the State Building Code.

5.7.6. - Illumination Standards

The following illumination standards are additional applicable standards to other standards found in this Section. The more restrictive standards between Section 5.7.6, Illumination Standards, and other illumination standards found in this Section shall control.

A. General Illumination Standards

1. Externally illuminated freestanding signs requiring a permit are allowed in all residential districts.
2. Internally illuminated signs are prohibited in all residential districts.
3. In any nonresidential district, all signs may be externally or internally illuminated, subject to specific standards by district or sign type.
4. Light sources to illuminate signs shall be located, angled, shielded, and limited in intensity so as not to cast light upon an adjacent property (light trespass) or create a visual safety hazard to vehicles and pedestrians.
5. Illumination of signs shall be by a steady stationary light source.
6. Lights used to externally illuminate signs shall only produce a white light.
7. Support structures shall not be internally illuminated or have light reflecting panels.

- B. **Illuminated Wall Signs that Abut Residential Uses.** If a wall sign faces an abutting single-family detached, single-family attached, or duplex use, then the sign shall only be externally illuminated.

5.7.7. - Signs Allowed Without a Sign Permit

Certain signs are allowed without a permit in accordance with this Section and the following specific standards. (See Section 5.7.16, Sign Images by Sign Type, for a visual illustration of these signs)

- A. **Table of Requirements.** Signs subject to the standards in Section 5.7.7, Signs Allowed Without a Sign Permit, shall comply with the applicable provisions in Table 5.7.7.A: Signs Allowed Without a Sign Permit.

Table 5.7.7.A: SIGNS ALLOWED WITHOUT A SIGN PERMIT								
Sign Type	Zoning Districts	Use Type	Sign Type	Max No.	Max Area SF	Max Height FT	Illumination Allowed	Additional Standards
A-Frame	RM-26, TO, CB, MS, MX	n/a	Freestanding	1/bldg. entrance	6	3	None	5.7.7.C.1
Announcement	All Districts	n/a	Freestanding	3/ street frontage	6	4	None	
			Attached	1/bldg.[1]		n/a		
Building Marker	All Districts	n/a	Attached	1/bldg.	4	n/a	None	
Directional and Safety	All Districts	n/a	Freestanding	n/a	4	4	External	
			Attached			n/a		
Flags	All Districts	Household Living, not including Live/work and Multi-family dwellings	Freestanding and Attached	1 pole/lot 3 flags/pole	60/pole	See Add'l. Stnds.	External	5.7.7.C.2
		All Other Use Types, including Live/work and Multi-family dwellings		3 poles/street frontage 3 flags/pole	60/pole			
Historical or Memorial	All Districts	n/a	Freestanding	1/lot	10	10	External	
Menu Boards	Nonresidential Districts	n/a	Freestanding and Attached	1/drive-through or drive-up aisle	24	8	Internal	5.7.7.C.3
Mural	Nonresidential Districts	n/a	Attached	n/a	n/a	n/a	None	5.7.7.C.4
Real Estate / Construction	All Districts	Household Living, not including Live/work and Multi-family dwellings	Freestanding	1/ street frontage	6	4	None	Shall be removed within 7 days of sale, lease, or issuance of a certificate of occupancy or certificate of compliance, or otherwise is completed
		All Other Use Types, including Live/work and Multi-family dwellings	Freestanding	1/ street frontage	32	8		
			Attached	1/bldg. [2]		n/a		
Vending	Nonresidential Districts	n/a	Attached	1/side	See Add'l. Stnds.	n/a	None	Shall not be legible from any location other than the property on which the sign is located and shall consist of letters not

								exceeding 8 inches in height
Weekend	All Districts	n/a	Freestanding	See Add'l. Stnds.	6	4	None	5.7.7.C.5
Window	Nonresidential Districts	n/a	Attached	Window signs shall not exceed 25% of any individual window or door, or 25% of all windows combined, including doors.		n/a	None	
Other Signs Not Requiring a Sign Permit	See Subsection 5.7.7.B, Other Signs Allowed Without a Sign Permit							
Accessory Structures and Uses	See Section 4.4, Accessory Structures and Uses							
Temporary Uses	See Section 4.5, Temporary Uses							
NOTES: [1] In the case of a multi-tenant building, one sign per tenant is allowed.								

B. Other Signs Allowed Without a Sign Permit

1. Lights and decorations that are temporarily displayed on dates around holidays;
2. Hand carried signs;
3. Signs affixed to a vehicle where the vehicle is used on a regular basis for the normal transport of goods or persons;
4. Signs not legible from a street or another zone lot;
5. Signs painted on an active public water tower, with permission of the tower operator; and
6. Signs on the interior of a building, courtyard, athletic field, or other building or structure which are not designed or oriented in a manner to be legible from the exterior of the building or structure.

C. Specific Standards. The following are specific standards for signs allowed without a sign permit in accordance with Table 5.7.7.A, Signs Allowed Without a Sign Permit.

1. **A-Frame Sign.** An A-Frame sign shall comply with the following standards:
 - a) It may be placed on the public sidewalk and must only be placed directly in front of the use;
 - b) It shall be displayed only during operational hours of the use and must be removed each day at the close of business;
 - c) It shall not include any loose, windblown or moving elements;
 - d) It shall provide a minimum of 5 feet of clear passage on the sidewalk between the street and the Sign; and
 - e) It shall not be anchored to the sidewalk or affixed to a pole, vending box, or other structure or appurtenance.
2. **Flag.** All flags shall comply with the following standards:

- a) The installation of a flagpole may be subject to a permit, in accordance with the State Building Code;
 - b) The maximum height of a freestanding flagpole is 40 feet;
 - c) Flagpoles attached to buildings shall be mounted on the facade of the building using a flagpole bracket. The flagpole shall not extend above the roof eave or building parapet of the building on which the flagpole is attached; and
 - d) Flagpoles attached to a building may project into the street right-of-way in accordance with Subsection 5.7.5.D, Projections into the Right-of-Way and Travel Way.
3. **Menu Board Sign.** A menu board sign at a drive-through or drive-up facility shall comply with the following standards:
- a) It shall be located in proximity to the drive-through or drive-up speaker or service window from which an order is placed; and
 - b) It shall not be legible from any location other than the property on which the menu board is located and shall consist of letters not exceeding 8 inches in height.
4. **Mural.** A mural shall comply with the following standards:
- a) Murals are not allowed on the front facade of the building; and
 - b) Murals shall be maintained in good condition and repaired in case of vandalism or accidental destruction or be painted over to match the building.
5. **Weekend Sign.** A weekend sign shall comply with the following standards:
- a) It shall be displayed only from 12:00 p.m. (noon) on a Friday to 12:00 p.m. (noon) the following Monday;
 - b) It shall be located at least 6 feet from the back of curb or edge of pavement where no curb exists;
 - c) It shall be located at least 600 feet from all other such signs unless the sign is placed at a street intersection where the public must make a turn to travel to the lot or zone lot with the event;
 - d) Only 1 weekend sign may be placed at a street intersection where the public must turn to travel to the lot or zone lot upon which the event is located;
 - e) It shall not be placed on City-owned property or on private property without the consent of the landowner or occupant;
 - f) It shall not be placed in medians, traffic islands or any other land within the public right-of-way that is surrounded by the road surface;
 - g) It shall not interfere with or obstruct pedestrian or vehicular traffic, or obstruct safe sight distances at intersections;
 - h) It shall not be anchored to the sidewalk or affixed to a pole, traffic control box, or other structure or appurtenance in the public right-of-way; and
 - i) It shall not include any loose, windblown, or moving elements.

5.7.8. - Freestanding Signs Requiring a Sign Permit

A. Freestanding Signs Generally

1. Freestanding signs requiring a sign permit in accordance with Section 2.5.13, Sign Permit, shall comply with the general and specific standards of Section 5.7.8, Freestanding Signs Requiring a Sign Permit. Freestanding signs within the Institutional District shall comply with Section 5.7.11, Signs in Institutional Districts. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of signs)
2. A summary of the applicable tables and specific provisions regulating freestanding signs requiring a permit, in addition to general standards and illumination provisions, is provided below.
 - a) Table 5.7.8.D: Freestanding Signs - Maximum Permitted Sign Number, Area, and Height establishes within each zoning district the maximum number of permitted freestanding signs, square feet of sign area, and height permitted per lot frontage within each zoning district.
 - b) Table 5.7.8.E: Freestanding Specialty Signs - Maximum Permitted Sign Area and Height establishes sign standards for specialty signs, specifically development entrance signs, institutional banner signs, and light-pole banner signs, which are permitted in addition to signs allowed in Table 5.7.8.D: Freestanding Signs - Maximum Permitted Sign Number, Area, and Height and Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area Height and Setback.
 - c) Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area, Height and Setback establishes sign standards for freestanding signs permitted on a lot(s) with a multi-tenant building (3 or more tenants), a group development, or multiple lot development.
 - d) Subsection 5.7.8.G: Specific Standards for Freestanding Signs establishes additional standards for specific sign types as noted within the tables in Section 5.7.8, Freestanding Signs Requiring a Sign Permit.

B. General Standards for Freestanding Signs

1. Freestanding signs shall be allowed only on a lot with an existing principal use.
2. Freestanding signs greater than 6 feet in height shall not be located within 100 feet of a residential district.

C. Illumination By District

1. Freestanding signs in all residential and AGR districts are limited to external illumination; in all other districts, signs may be internally or externally illuminated.
2. In the TO, OI, EC, PNR and GCO districts, internal illumination is limited to cut-out letter/graphic or silhouette lighted signs.
3. Specific illumination standards are provided by sign type in Subsection 5.7.8.G, Specific Standards for Freestanding Signs.
4. All signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.

- D. Freestanding Signs.** Signs subject to the standards in Section 5.7.8, Freestanding Signs Requiring a Sign Permit, shall comply with the applicable standards in Table 5.7.8.D: Freestanding Signs – Maximum Permitted Sign Number, Area and Height.

TABLE 5.7.8.D: FREESTANDING SIGNS – MAXIMUM PERMITTED SIGN NUMBER, AREA AND HEIGHT						
DISTRICT	MAXIMUM NUMBER PER LOT FRONTAGE [1]	MULTIPLIER PER LINEAR FOOT OF LOT FRONTAGE	AREA (SQUARE FEET)		MAXIMUM HEIGHT (FEET)	ADDITIONAL STANDARDS
			MIN	MAX		
All Residential Districts - Nonresidential uses only	1	n/a	n/a	40	6	
AGR, TO, CB, MX	1	n/a	n/a	40	6	
PNR	1	n/a	n/a	40	6	5.7.8.G.1
GCO	1	n/a	n/a	40	6	5.7.8.G.2
OI, LB, EC, MS	1	0.75	25	60	12	
GB, LI, HI	1	0.75	50	80	20	
Applicable Districts - Lease and fee simple lots within a multi- tenant development	1	n/a	n/a	40	6	
NOTE: [1] Lots having frontage on two intersecting streets (corner), may have a sign on each lot frontage or on the corner. If the sign is placed on the corner, then a second sign may be a maximum of 40 sq. ft. and 6 feet in height. In no case shall there be more than one sign per street frontage. (See Section 10.2.10, Signs, for rules of measurement)						

- E. **Freestanding Specialty Signs.** The sign allowances for freestanding specialty signs shall comply with the applicable provisions of Table 5.7.8.E: Freestanding Specialty Signs – Maximum Permitted Sign Area and Height, which are permitted in addition to signs allowed in Table 5.7.8.D: Freestanding Signs - Maximum Permitted Sign Number, Area, and Height and Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area, Height and Setback.

Table 5.7.8.E: FREESTANDING SPECIALTY SIGNS – MAXIMUM PERMITTED SIGN AREA AND HEIGHT				
SPECIALTY SIGN TYPES	ZONING DISTRICTS	MAX SF	MAX HEIGHT	ADDITIONAL STANDARDS
Development Entrance Sign	All Districts	50	6	5.7.8.G.3
Institutional Banner Sign	All Districts	32	6	5.7.8.G.4
Light-Pole Banner Sign	All Districts	6	n/a	5.7.8.G.5

- F. **Freestanding Multi-Tenant Development Signs.** Freestanding multi-tenant development signs may be placed on a lot with a multi-tenant building with 3 or more tenants, a group development, or multiple lot development and shall comply with the applicable provisions in Table 5.7.8.F: Freestanding Multi-Tenant Development Sign Area, Height and Setback; and Section 5.7.14, Common Sign Plan.

TABLE 5.7.8.F: FREESTANDING MULTI-TENANT DEVELOPMENT SIGN AREA, HEIGHT AND SETBACK						
ZONING DISTRICT	MAXIMUM NUMBER PER DEVELOPMENT FRONTAGE	MAXIMUM AREA PER MULTI-TENANT DEVELOPMENT [1]		MAXIMUM HEIGHT (FEET)	SETBACK	ADDITIONAL STANDARDS
		<25,000 (SQUARE FEET)	≥25,000 (SQUARE FEET)			
OI, LB, EC, MS	1	75	100	15	10	
GCO	1	75	100	15	10	5.7.8.G.2
GB, RC, LI, HI	1	100	150	25	10	
NOTE: [1] Based on the total building gross floor area.						

G. Specific Standards for Freestanding Signs

1. **Signs within the PNR District.** Signs within the PNR District along thoroughfare streets may be increased to 60 square feet and may be up to 12 feet in height.
2. **Signs within the Eastchester GCO District.** Signs within the Eastchester Gateway Corridor Overlay shall comply with the following standards:
 - a) Only monument signs are allowed; and
 - b) Only changeable copy signs are allowed, but not electronic changeable copy signs.
3. **Development Entrance Sign.** Development entrance signs shall comply with the following standards:
 - a) Only permitted in subdivisions with more than 8 lots, group developments with more than 8 dwelling units or over 50,000 square feet of nonresidential gross square feet, and in Institutional Districts;
 - b) Each public access point to the development shall be permitted to have 2 signs at no more than two major entrances into the development. All other entrances shall be limited to 1 sign at each entrance;
 - c) Enhancement of a development entrance sign with masonry or stone shall not exceed the permitted sign height; and
 - d) Development entrance signs may be externally illuminated.
4. **Institutional Banner Sign.** Institutional banner signs shall comply with the following standards:
 - a) Institutional banner signs shall only be allowed on lots or zone lots being used for uses within the civic, education, and religious institution use categories.
 - b) Upon approval of a sign permit, posts to which an institutional banner sign will be attached may be installed at a height not exceeding 6 feet nor be more than 10 feet apart;
 - c) One institutional banner sign shall be allowed on each street frontage;
 - d) Institutional banner signs shall not be illuminated; and
 - e) No additional sign permit is required to change an institutional banner sign after the initial sign permit is issued and the posts are approved, provided the approved posts are not changed.
5. **Light-Pole Banner Sign.** A light-pole banner sign shall comply with the following standards:
 - a) It shall be attached on at least two ends;
 - b) It shall not have separate illumination;
 - c) It shall be limited to two light-pole banner signs per pole; and
 - d) No additional sign permit is required to change a light-pole banner sign after the initial sign permit is issued and the pole mounts are approved, provided the approved pole mounts are not changed.

5.7.9. - Attached Signs Requiring a Sign Permit

A. Attached Signs Generally

1. Attached signs requiring a sign permit in accordance with Section 2.5.13, Sign Permit, shall comply with the standards of Section 5.7.9, Attached Signs Requiring a Sign Permit. Attached signs within the Institutional District shall comply with Section 5.7.11, Signs in Institutional Districts. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of these signs)
2. A summary of the applicable tables and specific provisions regulating attached signs requiring a permit, in addition to illumination provisions, is provided below.
 - a) Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade establishes within each zoning district the maximum square feet of sign area permitted on a principal building's facade based on the linear feet of the building's facade (width of the building).
 - b) Table 5.7.9.D: Attached Signs - Maximum Permitted Sign Area by Sign Type establishes the number of permitted signs and size limits by each sign type listed in the table; however, the maximum sign area permitted on the building facade is regulated by Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade.
 - c) Table 5.7.9.E: Attached Specialty Signs - Maximum Permitted Sign Area by Sign Type establishes sign standards for attached specialty signs. Attached specialty signs are permitted in addition to the maximum sign allowance in Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade.
 - d) Subsection 5.7.9.F, Attached Signs on Multi-Tenant Buildings, establishes how standards for signs on multi-tenant buildings are applied on shared building facades.
 - e) Subsection 5.7.9.G, Specific Standards for Attached Signs, establishes additional standards for specific sign types as noted within the tables in Section 5.7.9, Attached Signs Requiring a Sign Permit.

B. Illumination Standards for Attached Signs

1. Illuminated attached signs are prohibited in residential districts.
2. In all other districts, signs may be internally or externally illuminated, except that in the AGR, TO, OI, EC, PNR and GCO districts, internal illumination is limited to cut-out letter/graphic or silhouette lighted signs.
3. Specific illumination standards are also provided by sign type in Subsection 5.7.9.G, Specific Standards for Attached Signs.
4. All signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.

- C. Attached Signs – Maximum Permitted Sign Area Per Principal Building Facade.** The maximum sign area permitted per principal building facade shall comply with the provisions in Table 5.7.9.C: Attached Signs –Maximum Permitted Sign Area Per Principal Building Facade.

TABLE 5.7.9.C: ATTACHED SIGNS – MAXIMUM PERMITTED SIGN AREA PER PRINCIPAL BUILDING FACADE

DISTRICT	MULTIPLIER PER LINEAR FOOT OF PRINCIPAL BUILDING FACADE	MAXIMUM SIGN AREA FOR ATTACHED SIGNS ON PRINCIPAL BUILDING FACADE [1] (SF)
All Residential Districts - Nonresidential uses only	0.5	50
AGR, TO, PNR	1	50
OI, LB, EC, LI, HI, MS, MX	1	100
CB	2	300
GB, RC	2	400
GCO	n/a [2]	200 [3]
NOTES: [1] Applies to the maximum square footage for all signs on the principal building facade only; all other facades may have 50% of the allowable square footage of the principal building facade. [2] The GCO is an overlay district and therefore the base district determines the square foot multiplier. [3] The maximum sign area for signs within the GCO is limited to 200 sf or the lesser sign area of the underlying zoning district.		

- D. Attached Signs – Maximum Permitted Sign Area by Sign Type.** The permitted number and area by sign type shall comply with the provisions in Table 5.7.9.D: Attached Signs - Maximum Permitted Sign Area by Sign Type.

TABLE 5.7.9.D: ATTACHED SIGNS – MAXIMUM PERMITTED SIGN AREA BY SIGN TYPE			
SIGN TYPE/DISTRICTS	NUMBER	MAXIMUM AREA PER SIGN TYPE [1] (SF)	ADDITIONAL STANDARDS
WALL SIGN			
All Residential Districts - Nonresidential uses only	1	50	
AGR, TO, OI, LB, EC, LI, HI, MS, MX, PNR	n/a	50	
CB	n/a	200	
GB, RC	n/a	300	
GCO	n/a	100 [2]	
AWNING SIGN			
All Nonresidential Districts	n/a	25% of Awning	5.7.9.G.1
BUILDING BANNER SIGN			
MS, MX	n/a	16	5.7.9.G.3
CB, RC		20	
BUILDING CANOPY SIGN			
All Nonresidential Districts	1/canopy face	See Additional Standards	5.7.9.G.4
MARQUEE SIGN			
MS, MX GB, RC, CB	n/a	See Additional Standards	5.7.9.G.7 & 5.7.10
PROJECTING SIGN			
RC	1	32	5.7.9.G.8
MS, MX	1	48	
CB	1	64	
NOTES:			
[1] The cumulative sign area shall not exceed the maximum shown in Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade.			
[2] The maximum sign area for wall signs within the GCO is limited to 100 sf or the lesser sign area of the underlying zoning district.			

- E. **Attached Specialty Signs.** The sign allowances for attached specialty signs, shall comply with the provisions in Table 5.7.9.E: Attached Specialty Signs – Maximum Permitted Sign Area by Sign Type. Attached specialty signs are permitted in addition to the maximum sign allowance in Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade.

TABLE 5.7.9.E: ATTACHED SPECIALTY SIGNS – MAXIMUM PERMITTED SIGN AREA BY SIGN TYPE				
SPECIALTY SIGN TYPE	ZONING DISTRICTS	NUMBER	MAX SF	ADDITIONAL STANDARDS
Blade Sign	All Nonresidential Districts	1/entrance	6	5.7.9.G.2
Crown Sign	OI, LB, GB, RC, CB, MS, MX, EC, LI, HI	1/facade, max. 2/bldg.	200	5.7.9.G.5
Freestanding Canopy Sign	All Nonresidential Districts	1/canopy face	10% of canopy face	5.7.9.G.6
Supergraphic Sign	CB	n/a	n/a	5.7.9.G.9

- F. **Attached Signs on Multi-Tenant Buildings.** Signs on multi-tenant buildings, with 3 or more tenants and with separate tenant entrances, shall comply with the following standards:
1. The maximum sign area for each tenant shall be based on its proportionate share of building linear frontage in accordance with Table 5.7.9.C: Attached Signs - Maximum Permitted Sign Area Per Principal Building Facade;
 2. Each attached tenant sign shall comply with all other applicable provisions in Table 5.7.9.D: Attached Signs - Maximum Permitted Sign Area by Sign Type; and
 3. A common sign plan shall be submitted in accordance with Section 5.7.14, Common Sign Plan.
- G. **Specific Standards for Attached Signs.** The following standards apply to attached signs in additional to all other applicable standards.
1. **Awning Sign.** An awning sign shall comply with the following standards:
 - a) It shall include only the vertical face of the awning structure to determine the allowable sign size; (See Section 10.2.10, Signs, for rules of measurement)
 - b) All awnings shall be of opaque material that does not transmit light through the awning; and
 - c) External lighting may be placed above the awning.
 2. **Blade Sign.** A Blade sign shall comply with the following standards:
 - a) It shall be located on the building facade a minimum of 9 feet and a maximum of 15 feet above sidewalks and other pedestrian ways; and
 - b) It may be internally or externally illuminated provided that cabinet signs are prohibited.
 3. **Building Banner Sign.** A building banner sign shall comply with the following standards:
 - a) It shall be oriented perpendicular to the building facade and shall be attached to a permanent structure on at least two ends;

- b) It shall not be illuminated; and
 - c) No additional sign permit is required to change a building banner sign after the initial sign permit is issued and the pole mounts are approved, provided the approved pole mounts are not changed.
4. **Building Canopy Sign.** A building canopy sign shall comply with the following standards:
- a) It shall not exceed the vertical edge of the building canopy;
 - b) It may extend beyond the top or bottom horizontal edges of the building canopy, or be on the face of the building canopy;
 - c) If extended above the top horizontal edge, or on top of the building canopy, the maximum permitted height of the sign copy shall be 2 feet; and
 - d) It may have internal illumination that is limited to cut-out letter/graphic or silhouette lighted signs.
5. **Crown Sign.** A crown sign shall comply with the following standards:
- a) It shall only be allowed on buildings 60 feet or greater in height;
 - b) Only one crown sign shall be located on any one side of a building;
 - c) No more than 2 crown signs shall be allowed per building;
 - d) It shall not cover windows or architectural details;
 - e) It shall not extend above the top of the roofline, or vertical edge of the building facade;
 - f) It shall not be placed below the floor of the top floor of the building;
 - g) It shall not exceed 75% of the width of the building facade; and
 - h) It may have internal or external illumination, but internal illumination is limited to cut-out letter/graphic or silhouette lighted signs.
6. **Freestanding Canopy Sign.** A freestanding canopy sign shall comply with the following standards:
- a) It shall be located on the face of the canopy, or be suspended under the canopy;
 - b) In no case shall it extend beyond the top horizontal or vertical edge of the canopy to which it is attached;
 - c) It shall not be located on top of the canopy; and
 - d) It may have internal illumination.
7. **Marquee Sign.** A marquee sign shall comply with the following standards:
- a) It may be internally or externally illuminated;
 - b) It may have electronic changeable copy in accordance with the standards in Section 5.7.10, Electronic Sign Standards, up to a maximum height of 5 feet; and
 - c) It may be located on top of the marquee with up to a maximum height of 3 feet and a maximum width of 75% of the marquee structure. When located on top of the marquee, it may have internal illumination that is limited to cut-out letter/graphic or silhouette lighted signs.

8. **Projecting Sign.** A projecting sign shall comply with the following standards:
 - a) It shall be located on the building facade facing a street, drive, or pedestrian way;
 - b) It shall be located a minimum of 15 feet above sidewalks and other pedestrian ways, and vehicular drives and parking spaces;
 - c) It shall not include any loose, windblown or moving elements;
 - d) It shall not extend horizontally more than 4 feet from the building facade;
 - e) It shall not extend vertically above the roof line;
 - f) It shall be separated from other projecting signs by a distance of at least 25 feet;
 - g) Sign supports must appear to be an integral part of the sign; and
 - h) It may be internally or externally illuminated provided that cabinet signs are prohibited.
9. **Supergraphic Sign.** Supergraphic signs are intended to recognize the unique characteristics and needs of the High Point Market in the Central Business District. A supergraphic sign shall comply with the following standards:
 - a) It shall not extend above the top of the roofline, or vertical edge of the building facade;
 - b) It shall not cover windows or doors;
 - c) It shall be securely anchored in accordance with a licensed engineer's or sign manufacturer's specifications;
 - d) It shall not be illuminated; and
 - e) It shall require a complete refreshing of the sign at least one time per year.

5.7.10. - Electronic Sign Standards

- A. **General Standards for Electronic Changeable Copy (Alphanumeric Non-Pictorial) and Video Signs**
 1. Where permitted, an existing sign may be replaced with a sign that incorporates electronic changeable copy or is a video sign; however, no existing sign shall be modified to add an electronic changeable copy or a video sign. If an existing sign is replaced by a sign having electronic changeable copy or a video sign, the replacement sign may use the existing structure. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of these signs)
 2. The area of the electronic changeable copy or video sign shall be counted toward the maximum allowable sign area.
 3. **Illumination**
 - a) Maximum illumination levels for electronic changeable copy signs shall not exceed 5,000 Nits.
 - b) Maximum illumination levels for video signs shall not exceed 2,500 nits.
 - c) The maximum illumination between sunset and sunrise of an electronic changeable copy sign or a video sign shall not exceed 500 nits.

- d) Prior to the issuance of a sign permit, the following shall be required:
 - (i) A written certification from the sign manufacturer that confirms the light intensity has been factory pre-set not to exceed the maximum illumination levels specified by Subsection 5.7.10.A.3, Illumination; and
 - (ii) It shall have a light sensing device that will adjust the illumination in real-time as ambient light conditions change, so that the sign does not exceed the maximum illumination levels allowed by this Subsection 5.7.10.A.3, Illumination.
- e) All electronic changeable copy signs and video signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.
- 4. **Historic Properties.** No attached electronic changeable copy sign or video sign shall be placed on a structure that has a National Register designation, is located on a Guilford County Landmark property, or is within a Local Historic Overlay district.

B. Electronic Changeable Copy Signs

- 1. Freestanding electronic changeable copy signs are only allowed in the LB, GB, MS, CB, and RC Districts.
- 2. Only one freestanding electronic changeable copy sign shall be allowed per lot.
- 3. Freestanding electronic changeable copy signs shall not exceed 33% of the permitted sign area and shall be integrated into the sign face (not a separate sign).
- 4. Attached electronic changeable copy signs are only allowed as a marquee sign within the permitted sign area.
- 5. An electronic changeable copy sign shall only display non-pictorial text information using alphanumeric characters.
- 6. **Message**
 - a) Messages shall be static and complete within itself, with no continuation of content to the next image or message.
 - b) Messages shall be limited to 4 lines of information and/or 10 items of information, to allow passing motorists to read the entire copy with minimal distraction.
 - c) Changes to messages displayed must be as instantaneous as is technologically feasible, with no flashing, zooming, scrolling, fading, twinkling/sparkling, or other operating mode that imitates movement.
 - d) The entire text of a message shall be the same color and shall not vary in intensity during its display frame.
 - e) The rate of message change for an electronic changeable copy sign shall be no faster than one time each 16 seconds.

C. Video Signs

- 1. Video signs are only allowed in the CB District.
- 2. **Freestanding Video Signs**
 - a) Freestanding video signs shall be a maximum of 32 square feet and 6 feet in height and shall be positioned generally parallel to the street to minimize direct view from approaching vehicular traffic.

- b) A zone lot having a freestanding video sign shall not be permitted to have any other freestanding sign, except as provided below:
 - (i) One freestanding video sign shall be permitted per street front on a zone lot having a street frontage of 100 feet or greater.
 - (ii) One additional freestanding video sign shall be permitted per street front for a zone lot having a street frontage of 200 feet or greater.
- c) No part of a freestanding video sign shall be located within 25 feet of the intersecting street rights-of-way, or closer than 50 feet to another freestanding video sign.

3. **Attached Video Wall Sign**

- a) An attached video wall sign shall not exceed 60 square feet and is considered in the maximum sign area per building facade.
- b) The number of attached video wall signs shall be limited as follows:
 - (i) One video wall sign shall be permitted per street front on a building having a minimum linear building width of 100 feet or greater; and
 - (ii) One additional video wall sign shall be permitted per street front on a building having a minimum building width of 200 feet or greater.
- c) Location/Orientation.
 - (i) A video wall sign shall be positioned on a wall generally parallel to the street to minimize direct view from approaching vehicular traffic;
 - (ii) A video wall sign shall not extend more than 18 inches from the wall to which it is attached;
 - (iii) A video wall sign shall not be positioned on a wall where the top portion of the sign is higher than 40 feet above ground level; and
 - (iv) No part of a video wall sign shall be located within 25 feet of the intersecting street rights-of-way, or closer than 50 feet to another video wall sign.

5.7.11. - Signs in Institutional Districts

A. Applicability

Section 5.7.11, Signs in Institutional Districts applies to signs permitted within the Institutional District.

B. Common Sign Plan

- 1. A common sign plan shall be required for all development with new signs requiring a sign permit within the Institutional District in accordance with Section 5.7.14, Common Sign Plan.
- 2. Upon the effective date of this Section, existing signs may change sign copy provided the sign copy area is not increased.

C. General Standards for Signs in Institutional Districts

1. Illumination

- a) Illumination standards for the Institutional District are as follows:
 - (i) Signs may be externally illuminated; and
 - (ii) Internal illumination is limited to cut-out letter graphics or silhouette lighted signs.
 - b) All signs must also comply with the illumination requirements in Section 5.7.6, Illumination Standards.
2. **Freestanding Signs.** Within a zone lot for the Institutional Districts, 1 freestanding sign is allowed per street frontage of up to 100 square feet and 6 feet in height.
 3. **Attached Signs.** Each building facade may have a maximum of 100 square feet of attached signs. The following sign types are permitted:
 - a) Wall sign;
 - b) Awning sign, in accordance with Subsection 5.7.9.D, Attached Signs – Maximum Permitted Sign Area by Sign Type; and
 - c) Building canopy sign, in accordance with Subsection 5.7.9.D, Attached Signs – Maximum Permitted Sign Area by Sign Type.
 4. **Freestanding Specialty Signs.** Institutional Districts may have the following freestanding specialty signs in accordance with Subsection 5.7.8.E, Freestanding Specialty Signs:
 - a) Development entrance signs. Institutional Districts that are divided by a public street shall be considered a separate development in determining the number of allowed development entrance signs;
 - b) Institutional banner signs; and
 - c) Light-pole banner signs.
 5. **Institutional Directional Signs.** Institutional directional signs shall meet the following standards: (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of these signs)
 - a) Institutional directional signs may be located at private drives and pedestrian connections to the street; and
 - b) An institutional directional sign shall not exceed 24 square feet or 6 feet in height.

D. Alternate Plan

1. The Planning and Development Director may approve an alternate common sign plan that allows modifications to the standards of this Section based on the following conditions:
 - a) Physical conditions of the property;
 - b) Block and/or lot configuration;
 - c) Impractical situations resulting from the application of the sign standards; or
 - d) The need to provide a better coordinated and designed campus sign system than the standards of this Section allow.
2. The following sign standards may be modified by an alternate common sign plan, provided the maximum square footage of all proposed freestanding, development

entrance, and institutional directional signs do not exceed the maximum square footage of all allowed signs, as provided in this Section, for a street frontage:

- a) The number of freestanding and development entrance signs may be increased up to a maximum of 2 additional signs per street frontage;
- b) The height of freestanding and institutional directional signs may be increased up to a maximum of 12 feet; and
- c) The maximum size of freestanding and institutional directional signs may be increased up to a maximum of 25 percent.

5.7.12. – Limited Duration Signs

Limited duration signs requiring approval of a sign permit in accordance with Section 2.5.13, Sign Permit, shall comply with the following standards: (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of these signs)

- A. Only inflatable signs, pennants, and temporary banner signs are allowed as limited duration signs.
- B. Limited duration signs are allowed in all nonresidential districts for nonresidential uses and in residential districts for outdoor seasonal sales as provided for in Section 4.5.4.D, Outdoor Seasonal Sales, up to a maximum of 30 days, two times per year. The 30-day maximum duration is allowed to run consecutively.
- C. Illumination is not allowed.
- D. Pennants must be contained within the lot or zone lot and shall not be anchored to the sidewalk or affixed to a pole, traffic control box, or other structure or appurtenance in the public right-of-way.
- E. One freestanding temporary banner sign per lot or zone lot is allowed up to a maximum of 32 square feet and up to 6 feet in height.
- F. One attached temporary banner sign per business is allowed up to a maximum 32 square feet.
- G. Inflatable signs shall comply with the following standards:
 - 1. One inflatable sign shall be permitted per lot or zone lot not exceeding 15 feet in height or 10 feet at its widest horizontal dimension;
 - 2. An inflatable sign shall be securely anchored in accordance with a licensed engineer's or sign manufacturer's specifications and tethered in a manner that does not create a tripping hazard; and
 - 3. An inflatable sign shall not include any loose, windblown or moving elements.

5.7.13. - Vintage Signs

A sign may be designated a vintage sign and reconstructed, restored, or replicated in accordance with the following standards of Section 5.7.13 Vintage Signs. (See Section 5.7.16, Sign Images by Sign Type, for visual illustration of these signs)

- A. **Qualifications.** A sign proposed to be reconstructed, restored, or replicated as a vintage sign shall:

1. Have no outstanding violations or proposed changes to the property, or structure that would cause the property, or structure to lose its historic designation; and
 2. Shall comply with all regulations set forth in this Ordinance, except as set forth in this Section 5.7.13, Vintage Signs.
- B. **Application.** A sign permit application to reconstruct, restore, or replicate a vintage sign shall include the following:
1. Evidence of the existence (past or present) of the sign, and its location on the structure or property.
 2. Evidence that the sign was associated with the original or other early use of the structure or grounds, or that such sign itself has historic significance.
 3. If the sign exceeds the permitted height, setback, and/or sign area, evidence shall be provided that the proposed sign will not exceed the extent of nonconformity of the original sign.
 4. If a sign is proposed to be located other than where the original sign was located, evidence shall be provided that the sign will be located on grounds or structures that are historically relevant or individually listed on the National Register of Historic Places, or designated as a Guilford County Landmark property.
 5. Evidence that the sign will not pose a hazard to pedestrian or vehicular movements, and that the erection of such sign meets the applicable provisions of the State Building Code and the National Electrical Safety Code (NESC).
 6. If the sign is being replicated, evidence shall be provided showing how the new sign will imitate the former sign in at least 5 of the following elements: size, shape, materials, coloration, lettering style, graphic art style, illumination, and type of sign (overhanging, roof mounted, wall, freestanding, etc.).
- C. **Limitations**
1. If a sign type is not permitted in the zoning district where it is proposed, it may be approved if only one such sign is proposed, and it is in place of an otherwise permitted sign.
 2. Approval for the reconstructing, restoring, or replicating a vintage sign shall not modify the number of permitted signs allowed under this Section.

5.7.14. - Common Sign Plan

- A. **Applicability.** Common sign plans shall apply to multiple lot developments, group developments, planned developments, and the Institutional District.
- B. **Procedure**
1. A common sign plan is required to be submitted as part of the application for a site plan, group development, or preliminary subdivision plan and is reviewed concurrently with such plans.
 2. A common sign plan shall be approved as a part of the respective land development review procedure (site plan, group development, or preliminary subdivision plan) approval and prior to the issuance of any building permit(s).

3. Any new common sign plan shall include a schedule that requires bringing all permanent signs not conforming to the proposed plan into compliance within 90 days.
- C. **Standards.** A common sign plan may be more restrictive than the requirements of this Section and shall provide for coordination among the following sign elements:
 1. General locations of proposed signs within the development, for both freestanding and attached signs;
 2. Shape of signs, including proposed maximum sign height and sign area;
 3. Unifying colors and/or lettering, including specific sign or font colors, fonts or script types and any specification or variation in font or script type size and/or color;
 4. Consistent type of sign illumination;
 5. Types of freestanding and attached signs allowed;
 6. Characteristics of sign faces (translucent, partially translucent, silhouette, cut-out letters, etc.);
 7. Allowable materials and colors for signs and sign support structures, including mounting details for attached signs;
 8. Provisions for shared usage of freestanding multi-tenant development signs;
 9. Incorporation and consideration of any overlay district sign requirements; and
 10. Any additional sign elements elected by the applicant to unify the development.
- D. **Conflict.** In case of any conflict between the provisions of such a common sign plan and any other provision of this Section, the more restrictive standards shall control.
- E. **Effect.** After approval of a common sign plan, no signs shall be erected, affixed, placed, painted or otherwise established except in conformance with the approved plan. The common sign plan may be enforced in the same way as any other provision of this Section.
- F. **Amendment**
 1. **Minor Changes.** Unless expressly prohibited by a condition of approval or an approved common sign plan, the following minor changes may be requested by an applicant and approved by the Planning and Development Director:
 - a) Changes to the location of freestanding or attached signs; and
 - b) Changes to the provisions for shared usage of freestanding multi-tenant development signs.
 2. **Amendment.** Changes that are beyond the scope of a minor change are considered amendments and shall comply with the standards provided for in Subsection 5.7.14.C, Standards, and be approved by the Planning and Development Director.
 3. **Appeal.**
 - a) Upon receipt of the proposed amended common sign plan, the Planning and Development Director shall give notice to all owners and leaseholders of the lot or zone lot included within the proposed amended sign plan and shall either provide them with copies of the proposed amended common sign plan or shall specify how such persons may obtain or review a copy. The notice shall give those persons receiving the notice a period of 10 calendar days to consent or file a protest to the








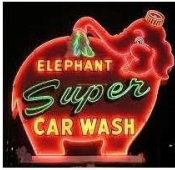








































proposed amended common sign plan. Silence in response to such notice shall be deemed consent.

















































- b) If any party receiving notice files a protest, it shall be considered an appeal from the decision of the Planning and Development Director (see Section 2.4.3, Appeal).

5.7.15. - Savings Clause

Subject to the property owner's consent, a message of any type may be substituted in whole or in part for the message displayed on any sign for which the sign structure or mounting device is legal, without consideration of message content. Any change to the structure or mounting device, or the refacing of a sign shall be subject to the requirements of this Section, a common sign plan, and permitting, as may be applicable. The purpose of this provision is to prevent any inadvertent favoring of speech over another type of speech, and to prevent favoring of any particular message over any other message.

5.7.16. - Sign Images by Sign Type

  <p>A-Frame Signs</p>	  <p>Accessory Use Signs</p>	  <p>Air-Blown Signs</p>	  <p>Animated Signs</p>	  <p>Announcement Signs</p>	  <p>Attached Signs</p>
  <p>Awning Signs</p>	  <p>Banner Signs</p>	  <p>Blade Signs</p>	  <p>Building Banner Signs</p>	  <p>Building Canopy Signs</p>	  <p>Building Marker Signs</p>
  <p>Cabinet Signs</p>	  <p>Changeable Copy Signs</p>	  <p>Construction Signs</p>	  <p>Crown Signs</p>	  <p>Cut-Out Letter/Graphic Signs</p>	  <p>Development Entrance Signs</p>
  <p>Demolished Building Signs</p>	  <p>Directional/Safety Signs</p>	  <p>Electronic Changeable Copy Signs</p>	  <p>Externally Illuminated Signs</p>	  <p>Flashing Signs</p>	  <p>Freestanding Canopy Signs</p>

  <p>Freestanding Multi-Tenant Dev. Signs</p>	  <p>Freestanding Signs</p>	  <p>Historical or Memorial Signs</p>	  <p>Inflatable Signs</p>	  <p>Institutional Banner Signs</p>	  <p>Institutional Directional Signs</p>
  <p>Internally Illuminated Signs</p>	  <p>Light-Pole Banner Signs</p>	  <p>Marquee Signs</p>	  <p>Mechanically Moving Signs</p>	  <p>Menu Board Signs</p>	  <p>Monument Signs</p>
  <p>Murals</p>	  <p>Pennants</p>	  <p>Projecting Signs</p>	  <p>Real Estate Signs</p>	  <p>Roof Signs</p>	  <p>Silhouette Lighted Signs</p>
  <p>Supergraphic Signs</p>	  <p>Temporary Banner Signs</p>	  <p>Trailer Signs</p>	  <p>Vehicle Signs</p>	  <p>Vending Signs</p>	  <p>Video Signs</p>

 <p>Vintage Signs</p>	 <p>Wall Signs</p>	 <p>Weekend Signs</p>	 <p>Windblown Signs</p>	 <p>Window Signs</p>	
--	---	--	---	---	--